

Kiwanis club Monday
Civitan club Monday
Ad club Tuesday
Rotary club Wednesday

WEEKLY BUSINESS REVIEW PAGE

Lions club Thursday
Real Estate Exchange Thursday
Chamber of Commerce Friday
City club Saturday

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Tulsa District Business Follows Activity of Oil

"My father is building a house with a steeple on it," boasted one of a group of little boys. "Huh—we've got one with a flag pole on it," spoke up another. "That's nothin'," said the third, on the defensive, "We've got one with a mortgage on it."

Tulsa has been in just such a condition of optimism for sometime. They were not to be outdone by other cities, and the only progressive attitude was to tell about the many small factories they might have, not that factories are unimportant, but they quit talking the oil business. They, in other words, had mostly forgotten that business of all businesses in Tulsa. It was in the slump—so they forgot it—they talked of Tulsa's other wonderful activities.

With the announcement recently carried in the press of the fact that oil was going up, Tulsans began to take another attitude. They quit talking about the mortgage and began to look life once again square in the face. Then when oil was hiked again—most all business men began to smile, and sigh with relief—the future was bright once more; business is going to get better; the pendulum began its upward swing. The merchants began to sell all merchandise, the bankers were relieved, for this meant notes would be paid, and the time would be only short until all the wheels of commerce would be turning once again.

Though nationally, at this time it is considered that we have a psychological attitude towards the business situation. There are few men of standing who will today make any decided statement about the business future. Even though this time last year, and later, pretty near anyone was willing to make prophecies.

Business Is Better.
Although there is this general reluctance to be definitely prophetic, there is a curious unanimity from all parts of the country saying business is better. There are some exceptions, but the whole color of the mental attitude throughout the whole country has changed quite recently. Tulsa is perhaps the most recent of these to take this attitude, because of recent activities for the betterment of the oil fraternity and Tulsa business men, as a whole, are more prone to tell more definitely their views on the outlook for the future.

It is true that the oil price advances is having a large influence in putting "monkey glands" in business, but it is also true that many other activities in the way of building, factories running, sales picking up and the general attitude of progressiveness, is having a strong influence.

Too Much Speed Dangerous.
Though all Tulsa is happy over this new outlook, both from a business and financial standpoint, they are cognizant of the fact that though the times have taken a much better look for the future, Tulsa must not get intoxicated on these new signs of the times. Credits must be stimulated—debts must be wiped away, and the irregularity which is still visible in places must be corrected. Industries and trades in their laggardness, even though the conditions are unmistakably stronger and a strong note of cheerfulness is generally about.

No Style Changes Likely.
The fall season in women's garments has advanced too far to permit of any further change of importance in the styles. This is the opinion of manufacturers who discussed such a possibility last week. It was brought out that buyers are fully satisfied with the present designs and consider them very attractive. No advantage would therefore be gained, the manufacturers explain, by introducing any change, even though new designs have had the effect of stimulating trade in other seasons when the demand was dull. It is quite generally believed in the trade that the weather factor is most important at the present time, and that both styles and prices will get a response once it becomes cooler.

There is one article of food whose popularity is but little affected by climatic conditions. Winter or summer, it's a treat. Quality ice cream assures those who buy it that there is no possibility of disappointment—the name is guaranty enough that it is good. The food value of ice cream makes of it something more than a delicacy, and to know that only pure and good materials are used in it makes it doubly useful and practical as a part of the household diet. Mothers like to know that in buying quality ice cream they are giving their children food that is good for them as well as delighting them. Quality ice cream is handled by a number of Tulsa dealers.

Water has been discussed and caused so often in Tulsa that one might be pardoned for concluding that as a topic for either conversation or stories it is passe. But the fact remains that water and pure water is so much of a necessity that to talk about it is always in order. To know where one's water comes from, and to know that it is pure water is a great satisfaction. The Willow Springs Water company sells genuine soft spring water and has an exclusive supply for the use of its patrons. Maintaining a daily delivery service, its promptness in answering calls is a factor in the success of the firm as well as the unquestioned quality of its water.

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